

Product Name:	Sharwoods Chicken Balti Bake	Supplier:	Premier Ambient Products Ltd		
Overall Product Score:	41	Norm:	35	Max:	49
				Min:	18
				CMR Reference:	141230



Concept Appeal: Strong branding helped to generate a good level of pre trial interest.

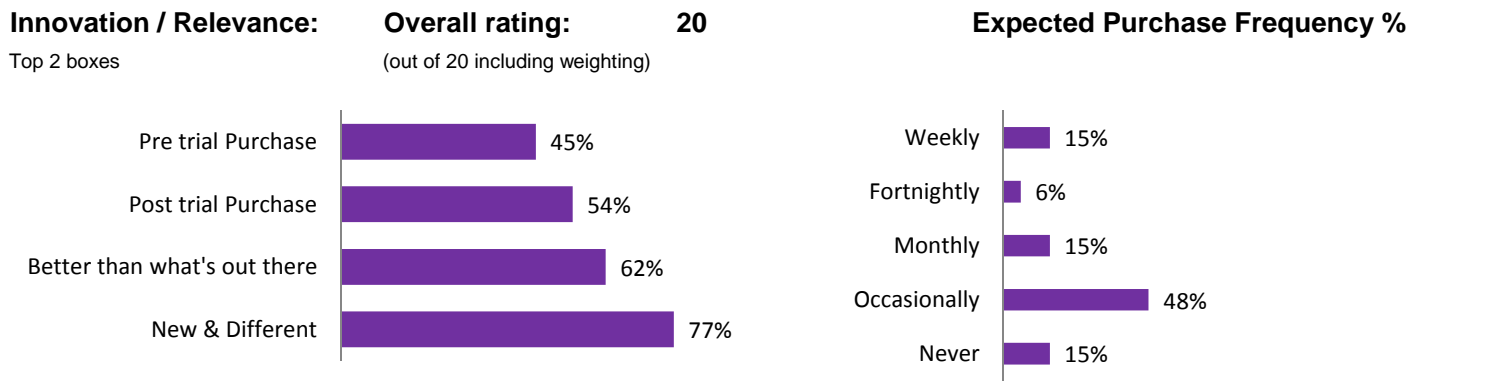
Product Appeal: Although less popular in the North, overall this bakee achieved above norm ratings for many key measures.

Sales Potential: Relevant to many, one in five claimed regular purchase considerations.



Fast Foodfax Verdict:
An extension to the well respected and established Sharwood's range of Indian themed recipes and condiments, this Chicken Balti Bake was purchased from Asda for £1.00. Branding, price and distinctive packaging all contributed to a good level of pre trial interest, with many considering this as a novel and convenient light meal or snack mid week. Despite a few, mainly in the North suggesting that it was 'too processed' and lacked filling, there was a good level of general acceptance, as many enjoyed what was on offer. Those more appreciative commented on the good quality pastry and the tasty filling, those in the Midlands (score: 47) more likely to consider purchase than those in the North(score: 34). Despite some reservations, this Balti Bake was regarded as innovative and relevant, as three quarters of the group agreed that it offered something new to the fixture and nearly two thirds agreed it was better than the competition. A viable option as a mid week snack, over 20% claimed they would consider regular purchases, although 15% still maintained that this was not for them and that they would never buy.

Product Key Measures:	Mean Scores	Likes & Dislikes: (in their own words)																				
Pre Test Interest in Purchase	3.28	<i>Eye-catching pack / good price / typical Sharwood's / tastes and smells nice / great as a snack / pastry good – not soggy/ good quality/ Indian – Balti taste/ flaky pastry/ different/ better than expected/ good price</i> <i>Too processed/ not enough filling / expensive for what it is / not much chicken</i>																				
Initial Appeal	3.96																					
Appearance	3.81																					
Smell	4.04																					
Taste	3.92																					
Texture	3.79																					
Packaging	3.91																					
Health	3.13																					
Value for Money	3.98																					
Overall Impression	3.75																					
Would Buy Intention	3.63	<table border="1"> <thead> <tr> <th>Description of Product %</th> <th>Sales Potential</th> </tr> </thead> <tbody> <tr> <td>Ideal for chilling out</td> <td>46% Would Buy Intention</td> </tr> <tr> <td>For midweek</td> <td>56%</td> </tr> <tr> <td>I would recommend this product</td> <td>31% Product Tested</td> </tr> <tr> <td>Ideal when entertaining</td> <td>10%</td> </tr> <tr> <td>Weekend treat</td> <td>21% Definitely 27%</td> </tr> <tr> <td>Would buy on special offer</td> <td>2%</td> </tr> <tr> <td>For kids</td> <td>15% Probably 27%</td> </tr> <tr> <td>Not for me</td> <td>17%</td> </tr> <tr> <td>A good standby</td> <td>40%</td> </tr> </tbody> </table>	Description of Product %	Sales Potential	Ideal for chilling out	46% Would Buy Intention	For midweek	56%	I would recommend this product	31% Product Tested	Ideal when entertaining	10%	Weekend treat	21% Definitely 27%	Would buy on special offer	2%	For kids	15% Probably 27%	Not for me	17%	A good standby	40%
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Mean Total	37.94																					
Characteristics mean total	38																					
Weighting factor	3.5																					
Overall product score out of 50	41																					



Test Details	Overall Sample Size: 53	Adults only	Preparation: Oven	Price: £1.00	Weight: 150g
	Norm Category: 35	Hot Eating Savoury Pastry Products	Research Date: Thurs 04.12.14		